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ABSTRACT

This publication offers an estimated analysis of the employment supply and demand for 1994-95 associate, baccalaureate, masters, and doctoral graduates of Michigan colleges and universities. An opening section briefly outlines the methods and definitions used for the analysis, in particular noting that placement directors and academic planning counselors at Michigan colleges and universities evaluated the supply and demand situations for each academic program offered by their respective institutions. This section also briefly analyzes demographic and economic trends affecting the labor market including increases in the minority proportion of the labor force, estimated average salaries, and future trends creating job opportunities. The rest of the document contains four sections, one for each degree level. The lists group areas of specialization and degree granting according to their estimated demand in the job market: limited supply (adequately more positions than graduates), possible shortage (a few more positions than graduates), near-balanced supply (approximately as many positions as graduates), adequate supply (a few more graduates than positions), and surplus (many more graduates than positions). (JB)

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ED 382 137

estimated SUPPLY AND DEMAND

for Michigan's College and University Graduates

of 1994 - 1995

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CAREER DEVELOPMENT and PLACEMENT SERVICES
Division of Student Affairs and Services

MICHIGAN STATE UNIVERSITY

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MICHIGAN STATE
UNIVERSITY

April 7, 1995

A copy of the report on *Estimated Supply and Demand for Michigan's College and University Graduates of 1994-95* is attached for your information. Responses to this survey were requested from all directors of placement in Michigan colleges and Universities. Responses were received from a representative sample of the community colleges, colleges, and universities throughout Michigan.

Special thanks is extended to all the directors of placement and their staff members who participated in this research effort. Their participation and extensive feedback were crucial for completion of this analysis of the current supply and demand situation for 1994-95 graduates.

Reproductions of this report with proper credits **are encouraged**. Distribution of copies of this report to all guidance counselors and career advisers at your institution will be appreciated.

If you have any questions regarding this report or other research efforts of the Collegiate Employment Research Institute at Michigan State University, please let us know. We may be reached by calling (517) 355-9510, extension 361; FAX: (517) 353-2597; or e-mail: scheetz@pilot.msu.edu.

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An objective of the Collegiate Employment Research Institute is to publish materials that can be used by high school counselors, college placement officials, employers, and individuals when attempting to make education and career decisions. **Reproductions of any materials within this survey are encouraged**, with appropriate credits, of course.

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ESTIMATED SUPPLY AND DEMAND

FOR MICHIGAN'S COLLEGE AND UNIVERSITY GRADUATES

OF 1994-95

Collegiate Employment Research Institute • Career Development and Placement Services • Michigan State University

Placement directors and career planning counselors at Michigan colleges and universities evaluated the supply and demand situation for each academic program offered by their respective institutions. An estimated analysis of the supply and demand position for 1994-95 graduates in each is provided. The rating scale for this analysis ranges from "limited supply" (adequately more positions than college graduates) to "surplus" (adequately more college graduates than positions available). Although some degrees at the associate's, bachelor's, master's, and doctoral degree levels may appear very low in demand for today's job market, it is important to realize many provide an excellent entrance for furthering education at a higher level. The definitions for each rating are as follows:

Definitions

Limited Supply—Adequately more positions than college graduates.
Possible Shortage—A few more positions than college graduates.
Near-Balanced—Approximately as many positions as college graduates.
Adequate Supply—A few more college graduates than positions.
Surplus—Many more college graduates than positions

Michigan State University's *Recruiting Trends 1994-95* indicated an increase in job opportunities for new college graduates, for a second consecutive year. Surveyed employers reported an anticipated increase of 5.9 percent, reaffirming last year's slight improvement of 1.1 percent following a four-year trend of declining opportunity (Scheetz 1994).

When employers rated geographical regions of the country for job availability, overall ratings of at least "medium availability" were received by all regions of the United States this year (1994-95). Ratings for each geographical region of the country include: Southcentral (81.3%), Northcentral (81.2%), Southeastern (78.9 %), Southwestern (68.5%), Northeastern (66.0%), Northwestern (57.0%). Ratings received by all regions this year (1994-95) were higher than ratings received a year earlier (Scheetz 1994).

According to the *Occupational Outlook Handbook*, tomorrow's opportunities will focus primarily on population trends and racial/ethnic group composition. The labor force will decrease by 4.5 percent by the year 2005 due to slower population growth. Ethnic and racial diversity in the labor

force, however, will increase. According to statistics from 1992, 78 percent of the labor force was white, while African-American, Hispanics, and Asians/other ethnic groups constituted 11, eight and three percent, respectively, showing little change from 1990. By the year 2005, whites will maintain 73 percent of the labor force; African-Americans, 12 percent; Hispanics, 11 percent; and Asian/other ethnic groups, five percent. Also by the year 2005, women are expected to constitute 48 percent of the labor force.

The age distribution within the labor force will also be changing. Compared to young workers, the number of experienced workers in the work force will increase. In 1992, the median age of the labor force was 37.2 years; by 2005, it will be 40.5 years. The proportion of workers in the 25-34 age range will decline dramatically, from 28 percent to 21 percent in 2005. The growing proportion of workers between the ages of 45 and 54 should account for 24 percent of the labor force by the year 2005, up from 18 percent in 1992. By 2005, workers aged 55 and over will comprise 14 percent of the labor force, up from 12 percent in 1992.

The labor force is requiring a higher level of educational attainment. In 1992, 27 percent of all workers aged 25 and over had a bachelor's degree or higher, while only 12 percent did not possess a high school diploma. This is a trend that is expected to continue. Projected rates of employment growth are faster for occupations requiring higher levels of education or training than for those requiring less.

The *Follow-Up Report* for 1992-93 which charts the success rate of Michigan State University graduating students reported an average salary for an individual with a bachelor's degree of $25,487; master's, $33,228; and doctoral degrees, $36,491. The bachelor's average starting salaries leveled off in 1992-93, showing the same level as 1990-91. Salaries at the master's and doctoral levels actually fell by 5 percent and 8 percent, respectively, reversing five years of steady increases (Career Development 1994).

Post-graduation status according to the *Follow-Up Report* listed bachelor's degree recipients as 68 percent employed; master's degree recipients, 76 percent; and doctoral graduates, 92 percent. Graduate school was also a factor with 21 percent of the bachelor's degree recipients attending; 15 percent of master's degree recipients; and 5 percent of doctoral or professional degree recipients (Career Development 1994).

SOURCES

Career Development and Placement Services. 1994. *Follow-Up Report 1992-93.* East Lansing, MI: Career Development and Placement Services, Michigan State University.

Occupational Outlook Handbook. 1994-95. U.S Department of Labor, Bureau of Labor Statistics, VGM Career Horizons, Lincolnwood, IL.

Scheetz, L. Patrick Ph.D. 1994. *Recruiting Trends 1994-95.* East Lansing, MI: Collegiate Employment Research Institute, Michigan State University.

ESTIMATED SUPPLY & DEMAND

FOR MICHIGAN'S COLLEGE AND UNIVERSITY GRADUATES OF 1994-95

Associate's Degrees

Limited Supply/High Demand

Agribusiness/Agricultural Production
Audiology/Speech Pathology
Automotive Technology
Air Cond./ Heating Refrig.Tech
Child Care Aide
Civil Technologies, General
Computer Applications
Computer Engineering
Computer Programming
Computer Science, general
Computer Technology
Court Reporting
Dentistry, General
Electrical Engineering
Engineering Technology
Industrial Engineering
Mechanical Engineering
Nursing Assistant
Optometry
Personal Services, General
Physical Therapy Assisting
Practical Nursing
Radiograph Medical Technician
Receptionist/Communication Operator
Restaurant Management
Retailing
Sales

Possible Shortage/Good Demand

Automotive Body Repair
Business Systems Analysis
Business Data Programming
Business Data Processing
Chef/Cook
Chemistry Technology
Child Development/Care and Guidance
Civil Engineering
Communication Electronics
Communication, Gen.
Construction Trades, Gen
Criminal Justice Administration
Data Processing
Dental Hygiene
Electromechanical Technology
Emergency Medical Technology
Engineering
Food Service
Geology
Heavy Equipment Maintenance
Industrial Technology
Information Sciences and Systems
Machine Tool Operation
Manufacturing Technology
Marketing Management
Mechanical Design Technology
Mechanics and Repairers
Medical Technology
Medical Assisting
Medical Records Technology
Mental Health/Human Serv. Assist
Merchant Marine Officers
Occupational Thefapy
Occupational Therapy, Assisting
Petroleum Technology
Physical Therapy
Physical Sciences
Plastic Technology
Quality Control Technology
Respiratory Therapy Technology
Sanitation Technology
Secretarial, Legal
Stenographic
Surgical Technology
Tool and Die Making
Water/Wastewater Management
Welding/Brazing/Soldering

Near Balance/Supply Equals Demand

Accounting
Accounting, Bookkeeping, General
Aeronautical Technology
Agricultural Business and Mgt., Gen.
Airplane Piloting and Navigation
Architectural Drafting
Architectural Design/Constr. Tech.
Architecture
Banking and Finance
Business and Office, General
Business Data Entry Equipment Operator
Business and Office, General
Business Statistics
Cardiopulmonary Technology
Carpentry
Chemistry, General
Clerk Typist
Commercial Art
Communications Technologies
Correctional Administration
Cosmetology
Criminal Justice
Electrician
English, General
Fashion Merchandising
Fine Arts, General
Fire Protection, Other
Fire Control/Safety Technology
Funeral Services
Graphic/Printing
Illustration Design
Industrial Design
Industrial Equipment Maintenance
Industrial Management
Industrial Arts Education
Landscape Architecture
Library and Archival Sciences
Major Appliance Repair
Management Science
Mathematics Education
Mathematics, General
Meatcutting
Mechanical Drafting
Medical Office Supply

Metallurgical Technology
Occupational Safety/Health Tech.
Office Supervision and Management
Physical Science, General
Radio/TV Production/Broadcasting
Real Estate Appraisal
Real Estate, General
Science Education
Small Business Management
Small Engine Repair
Typing, General Office
Welding Technology
Woodworking, General
Word Processing

Adequate Supply/Some Oversupply

Adult Education Administration
Architectural Interior Design Tech.
Bible Studies
Biological/Physical Sciences
Biology
Bookkeeping
Business Admin./Mgt., General
Business Computer Operations
Business/Personal Services Marketing
Business Education
Clinical Pastoral Care
Clothing Production, General
Crafts, General
Dance
Diagnostic and Treatment Services
Dramatic Arts
Economics
Education, Foreign Languages
Electrical Repair, General
Elementary Education
Family Resource Management
Financial Services Marketing, General
Foreign Lang., Multiple Emphasis
Forestry and Related Sciences, General
French
German
Graphic Arts Technology
History
Home Economics, General
Home Furnishings Aide
Home Furnishings/Equip., General
Instrumentation Technology
Interior Design
International Business Management
Journalism
Law Enforcement
Life Sciences
Materials Handling
Music, General
Music Education
Oceanography
Office Products/Equip. Marketing
Personal Management
Physics
Political Science/Government
Psychology, General
Public Policy Studies
Renewable Nat. Res., General
Savings and Loan Marketing
Security Services
Sheet Metal
Social Work, General
Social Sciences, General
Sociology
Soil Sciences, General
Spanish
Speech, Debate, and Forensics
Teacher Education, General
Tourism
Transportation/Travel Marketing
Transportation/Materials Moving

Surplus/Substantial Oversupply

Anthropology
Area Studies
Art History
Art Education
Banking Marketing
Education, English
Humanities/Social Sciences
Legal Assisting
Liberal Studies
Mental Health/Human Serv. Tech.
Music History and Appreciation
Music Theory and Composition
Optometric Technology
Painting
Philosophy and Religion, General
Photographic Technology

ESTIMATED SUPPLY & DEMAND

FOR MICHIGAN'S COLLEGE AND UNIVERSITY GRADUATES OF 1994-95

Bachelor's Degrees

Limited Supply/High Demand

Chemical Technology
Computer Engineering
Court Reporting
Education of Emotionally Handicapped
Education for Mentally Handicapped
Education for Physically Handicapped
Hotel/Motel Management
Industrial Production Tech., Other
Information Sciences and Systems
Materials Engineering
Mechanical Engineering
Mechanical/Related Technologies
Medical Assisting
Occupational Therapy
Physical Therapy
Radiograph Medical Technology

Possible Shortage/Good Demand

Agricultural Education
Architectural Design/Construction Tech.
Automotive Technology
Bilingual/Bicultural Education
Biochemistry/Biophysics
Business Data Processing
Business Systems Analysis
Chemical Engineering
Construction
Corrections
Data Processing
Drafting and Technology
Education for Deaf/Hearing Impaired
Education, Reading Instruction
Electrical Engineering Technology
Electrical Engineering
Electrical/Electronic Technology
Electromechanical Technology
Engineering, General
Engineering Science
Fashion Merchandising
Food Service
Geological Engineering
Geophysics and Seismology
Geriatric Services
Geriatrics
Industrial Sales
Library Science
Management Information Systems
Management Science
Manufacturing Technology
Marketing and Distribution
Mathematics Education
Mathematics, General
Mechanical Laboratory Technology
Medical Technology
Mental Health/Human Services, General
Metallurgical Engineering
Mining and Mineral Engineering
Music, Education
Nuclear Engineering
Nursing, General
Petroleum Engineering
Plastics Technology
Product Management
Pure Mathematics
Special Education, General
Special Learning Disabilities
Systems Engineering
Technical Education
Toxicology
Trade and Industrial Supervision, Mgt.

Near Balance/Supply Equals Demand

Accounting
Advertising
Aeronautical Technology
Aerospace/Astronautical Engineering
Agribusiness/Agricultural Production
Agricultural Business
Agricultural Engineering
Agricultural Economics
Agronomy
Allied Health
Animal Sciences, General
Astrophysics
Banking and Finance
Business Statistics
Chemistry, General
City/Community/Regional Planning
Civil Engineering
Communications
Communication Technology
Criminal Justice
Criminology
Drawing
Economics
Education for Visually Handicapped
Energy Conservation/ Use Tech.
Energy, Power, and Transportation
Engineering Technology
English, General
Environmental Health Engineering
Executive Secretarial
Exercise Physiology
Farm and Ranch Management
Fiber/Textiles/Weaving
Fire Control/Safety Technology
Fire Protection Administration
Firefighting
Food Sciences, General
Food Distribution
French Education
Funeral Services
Geology
German Education
Graphic and Printing Comm.
Graphic Arts
Graphic Arts Technology
Graphic Design
Horticulture Science
Hospitality/Rec. Mktg., General
Human Resources Development
Illustration Design
Industrial Technology
Industrial Arts Education
Industrial Arts, General

Industrial Design
Industrial Engineering
Instrumentation Technology
Insurance Marketing, General
Interior Design
Investments and Securities
Journalism
Labor/Industrial Relations
Landscape Architecture
Law Enforcement
Legal Secretarial
Legal Assisting
Marine Engineering
Marine Biology
Medical Laboratory
Medical Illustration
Microbiology

Music, General
Office Supervision/ Management
Operations Research
Ophthalmic Services
Organizational Behavior
Physical Sciences, General
Physics, General
Physiology, Human and Animal
Public Administration
Real Estate, General
Recreational Therapy
Retailing
Sanitation Technology
Science Education
Spanish Education
Statistics
Student Counseling
Word Processing

Adequate Supply/Some Oversupply

Adult Education Administration
Art Education
Aviation Management
Biological/Physical Sciences
Biology, General
Biomedical Equipment Technology
Botany, General
Bus./Personal Services Marketing
Business Education
Business Economics
Business and Management
Bus./Personal Services Marketing
Child Development/Care and Guidance
Clinical Health Sciences
Clothing and Textiles
Clothing Management
Community Services
Consumer Education
Crafts
Dance
Dietetics
Dramatic Arts
Driver/Safety Education
Earth Science
Education, Elementary
Education, Marketing and Distribution
Education, Junior High
Emergency Medical Technology Ambulance
English, Education
Entomology
Family Resource Management
Family Relations
Fine Arts, General
Fisheries
Foreign Language, General
Forestry and Related Sciences
French
German
Health Education
Health Sciences, Other
Health Services, General
History
History Education
Home Economics Education
Home Economics, General
Individual/Family Development
International Business Management
Life Sciences, General
Marketing
Marketing Management
Metal/Jewelry
Multi/Interdisciplinary Studies, Other
Music Therapy
Nutritional Education
Occupational Safety/ Health Tech.
Parks and Recreation Management
Parks and Recreation, General
Personnel Management
Photography
Physical Education
Political Science/ Government
Psychology, General
Public Relations
Radio/TV Production/ Broadcasting
Renewable Natural Resources
Secondary Education
Security Services

Social Sciences, General
Social Work, General
Social Psychology
Sociology
Solar Heating/Cooling Technology
Spanish
Speech, Debate, and Forensics
Speech, Lang., Pathology, Aud.
Teacher Education, General
Tourism
Urban Studies
Vehicle/Petroleum Mktg., General
Visual Performing Arts, General
Zoology, General

Surplus/Substantial Oversupply

African Studies
Afro-American Studies
American Studies
Anthropology
Arabic
Archeology
Area Studies
Asian Studies
Asian Studies, General
Baltic Languages
Business Home
Economics
Cinematography/Film
Conservation
Ecology
European Studies
Greek
Greek, Modern
Health Care Administration
Hebrew
Hispanic-American Studies
Humanities/Social Sciences
Italian
Latin
Latin American Studies
Liberal Studies
Linguistics
Literature, English
Literature, American
Music Performance
Music Theory and Composition
Painting
Philosophy and Religion
Philosophy
Religion
Russian and Slavic Languages
Russian
Sculpture
Slavic Languages
Social Science Education
Wildlife Management

ESTIMATED SUPPLY & DEMAND

FOR MICHIGAN'S COLLEGE AND UNIVERSITY GRADUATES OF 1994-95

Master's Degrees

Limited Supply/High Demand

Allied Health, Other
Anesthesiology
Chemical Engineering
Computer Engineering
Education, Learning Disabilities
Manufacturing Science, General
Maternal/Child Health
Medical Surgical
Metallurgical Engineering
Occupational Therapy
Pharmacy
Public Health
Speech, Language, Pathology, Audiology
Systems Engineering
Transportation Management

Possible Shortage/Good Demand

Accounting
Aerospace/Astronautical Eng.
Analytical Chemistry
Banking and Finance
Bilingual/BiculturalEducation
Biochemistry and Biophysics
Chemistry, General
Composition
Education, General
Electrical Engineering
Engineering Mechanics
Engineering, General
Experimental Psychology
Geological Engineering
Geology
Geophysics and Seismology
Hotel/Motel Management
Industrial/Organizational Psychology
Inorganic Chemistry
Labor/Industrial Relations
Marketing Management
Materials Engineering
Mathematics Education
Mathematics, General
Mechanical Engineering
Medical Technology
Mining and Mineral Engineering
Music Education
Nuclear Engineering
Nursing, General
Operations Research
Organic Chemistry
Pharmacology, Human and Animal
Physics, General
Public Administration
Pure Mathematics
Social Work, General
Special Education, General
Taxation

Near-Balance/Supply Equals Demand

Agribusiness/Agricultural Production
Agricultural Economics
Agricultural Engineering
Agronomy
Bacteriology
Bioengineering/Biomedical Engineering
Biometrics/Biostatics
Business Economics
Business Admin. and Management
Civil Engineering
Clinical Psychology
Community College Education Admin.
Criminal Justice Studies
Curriculum and Instruction
Earth Science
Economics
Education Admin., Gen.
Education for Visually Handicapped
Education Media
Educational Testing/Evaluation
Educational Supervision
Elementary/Secondary Education
Exercise Physiology
Food Sciences, General
Foreign Language Education, General
Forestry and Related Science
Higher Education Administration
Horticulture Science
Immunology
Journalism
Library/Archival Sciences
Library Science
Linguistics
Management Science, General
Marine Engineering
Microbiology
Music, General
Music Therapy
Organizational Behavior
Parks and Recreation, General
Personnel Management
Psychiatric/Mental Health
Public Relations
Reading Education
Russian
Science Education
Statistics
Veterinary Medicine

Adequate Supply/Some Oversupply

Adult Education
Advertising
Art History/Education
Art Education
Biological and Physical Sciences
Biology, General
Business Education
City/Community/Regional Planning
Clinical Microbiology
Communications
Creative Writing
Dramatic Arts
Elementary Education

English, General
English Education
Family Resource Management
Fine Arts, General
French
Geography
German
History
Home Economics, General
Individual/Family Dev., General
Interior Design
Italic Languages, General
Junior High Education
Law
Music Performance
Physical Education
Political Science/ Government
Pre-Elementary Education
Psychology, General
Radio/TV Production/ Broadcasting
Renewable Natural Resources, General
Social Foundations
Social Science Education
Social Sciences, General
Sociology
Spanish
Teacher Education, General
Wildlife Management

Surplus/Substantial Oversupply

American Studies
Anthropology
Area Studies
Botany, General
Classics
Comparative Literature
Eastern European Studies
Greek
Health Sciences, General
Humanities/Social Sciences
Italian
Latin
Liberal Studies
Painting
Philosophy
Religious Education
School Psychology
Sculpture

ESTIMATED SUPPLY & DEMAND

FOR MICHIGAN'S COLLEGE AND UNIVERSITY GRADUATES OF 1994-95

Doctoral Degrees

Limited Supply/High Demand

Analytical Chemistry
Anatomy
Applied Mathematics
Chemical Engineering
Computer Engineering
Electrical Engineering
Immunology
Industrial Engineering
Inorganic Chemistry
Mechanical Engineering
Medicine, General
Medicine, Other
Metallurgical Engineering
Nursing, General
Organic Chemistry
Pathology
Pharmacology, Human and Animal
Pharmacy
Pure Mathematics
SpeechPathology/ Audiology
Transportation Management

Possible Shortage/Good Demand

Accounting
Administration of Special Education
Aerospace/Astronautical Engineering
Agricultural Engineering
Banking and Finance
Biochemistry and Biophysics
Bioengineering/Biomedical Engineering
Business Admin. and Management
Chemistry, General
Clinical Psychology
Computer Science, General
Educational Testing and Evaluation
Engineering Mechanics
Engineering
Forestry and Related Sciences
Geography
Geology
Materials Engineering
Mathematics, General
Mathematics Education
Microbiology
Operations Research
Osteopathic Medicine
Personnel Management
Physical Chemistry
Physics, General
Physiology, Human and Animal
Psychology, General
Reading Education
School Psychology
Science Education
Social Psychology
Social Work, General
Special Education, General
Statistics
Systems Engineering
Technical Education
Trade and Industrial Education

Near Balance/Supply Equals Demand

Agribusiness/Agricultural Production
Agricultural Economics
Agronomy
Biology, General
Botany, General
Civil Engineering
Communications
Curriculum and Instruction
Developmental Psychology
Economics

Education Admin., General
Educational Statistics and Research
Educational Media
English Education
English, General
Experimental Psychology
Food Sciences, General
Higher Education Administration
Horticulture Science
Industrial Arts Education
Industrial/Organizational Psychology
Library/Archival Sciences
Literature, English
Marketing Management
Music Education
Physiological Psychology
Public Administration
Student Counseling

Adequate Supply/Some Oversupply

Anthropology
Dramatic Arts
Entomology
History
Law
Musicology
Parks and Recreation Management
Physical Education
Political Science/Government
Renewable Natural Resources, General
Social Foundations, General
Social Foundations
Sociology
Teacher Education, General
Veterinary Medicine
Wildlife Management
Zoology, General

Surplus/Substantial Oversupply

Philosophy
Social Studies Education

*The **Collegiate Employment Research Institute** was established by the Michigan Legislature in 1984. The Institute is charged with the task of examining issues related to career development and the employment of college graduates. Various research projects are underway, including the study covered in this report. These research efforts attempt to provide high school counselors, college placement officials, employers and individuals with useful information for career planning and job campaigning decisions. **Reproductions of this material with proper credits are encouraged. Please distribute copies to all guidance counselors and career advisors.***

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